

(i) a vehicle identification sub-block hierarchically nested in the public block of data and comprising a plurality of data items wherein the data items are selected from the group consisting of manufacturer, model, model year and style of the vehicle,

(ii) a vehicle detail sub-block hierarchically nested in the public block of data, wherein the vehicle detail sub-block comprises:

- (1) a standard sub-block hierarchically nested in the vehicle detail sub-block and comprising a plurality of standard categories, wherein each standard category is hierarchically nested in the standard sub-block and comprises a plurality of data items relating to standard equipment available on a vehicle, and
- (2) an option sub-block hierarchically nested in the vehicle detail sub-block and comprising a plurality of option categories, wherein each option category is hierarchically nested in the option sub-block and comprises a plurality of data items relating to a particular category of optional equipment desired on a particular vehicle; and

(b) a private block of data comprising a plurality of data items relating to the customer who is ordering the vehicle.

49. The vehicle description language of claim 48 wherein each sub-block contains a starting delimiter and an ending delimiter, wherein the starting delimiter identifies the block or sub-block within which the sub-block is nested.

50. The vehicle description language of claim 48 wherein each category consists essentially of a starting delimiter and an ending delimiter identifying the sub-block within which the category is nested.

51. The vehicle description language of claim 48 wherein each data item consists essentially of a starting delimiter and an ending delimiters identifying the block, sub-block or category within which the data item is nested.

52. The vehicle description language of claim 48 wherein the standard categories are selected from the group consisting of comprise exterior, interior, mechanical, safety, fuel mileage, rating, and combinations thereof.

53. The vehicle description language of claim 48 wherein the option categories are selected from the group consisting of emissions, engine, transmission, preferred equipment groups, appearance package, tires, seat type, seat trim, paint additional options, and combinations thereof.

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54. The vehicle description language of claim 48 wherein the public block further comprises a color sub-block nested within the public block, wherein the color sub-block having nested therein categories comprises color selections and color combinations.

55. The vehicle description language of claim 48 wherein the data items in the private block comprise the customer's name, address and phone number.

56. (Amended) The vehicle description language of claim 48 wherein the language is implemented with Extensible Markup Language (XML).

57. (New) The vehicle description language of claim 48, wherein the vehicle description language is employed in communications between at least two communicatively coupled computing systems.

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58. (New) A propagated signal composed of one or more vehicle descriptor language (VDL) datagram(s), sent from one computing system to another computing system to communicate information regarding a particular vehicle, the signal datagram(s) comprising:

(a) a public block of data, having starting and ending delimiters that identify the beginning and end of the block of data, wherein the public block of data comprises:

(i) a vehicle identification sub-block hierarchically nested in the public block of data and comprising a plurality of data items wherein the data items are selected from the group consisting of manufacturer, model, model year and style of the vehicle,

(ii) a vehicle detail sub-block hierarchically nested in the public block of data, wherein the vehicle detail sub-block comprises:

(1) a standard sub-block hierarchically nested in the vehicle detail sub-block and comprising a plurality of standard categories, wherein each standard category is hierarchically nested in the standard sub-block and comprises a plurality of data items relating to standard equipment available on a vehicle, and

(2) an option sub-block hierarchically nested in the vehicle detail sub-block and comprising a plurality of option categories, wherein each option category is hierarchically nested in the option sub-block and comprises a plurality of data items relating to a particular category of optional equipment desired on a particular vehicle; and

(b) a private block of data comprising a plurality of data items relating to the customer who is ordering the vehicle.

59. (New) The propagated signal of claim 58, wherein each sub-block contains a starting delimiter and an ending delimiter, wherein the starting delimiter identifies the block or sub-block within which the sub-block is nested.

60. (New) The propagated signal of claim 58 wherein each category consists essentially of a starting delimiter and an ending delimiter identifying the sub-block within which the category is nested.

61. (New) The propagated signal of claim 58, wherein each data item consists essentially of a starting delimiter and an ending delimiters identifying the block, sub-block or category within which the data item is nested.

62. (New) The propagated signal of claim 58, wherein the standard categories are selected from the group consisting of comprise exterior, interior, mechanical, safety, fuel mileage, rating, and combinations thereof.

63. (New) The propagated signal of claim 58, wherein the option categories are selected from the group consisting of emissions, engine, transmission, preferred equipment groups, appearance package, tires, seat type, seat trim, paint additional options, and combinations thereof.

64. (New) The propagated signal of claim 58, wherein the public block further comprises a color sub-block nested within the public block, wherein the color sub-block having nested therein categories comprises color selections and color combinations.

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65. (New) The propagated signal of claim 58, wherein the data items in the private block comprise the customer's name, address and phone number.

66. (New) The propagated signal of claim 58, wherein the language is implemented with Extensible Markup Language (XML).

69. (New) A storage medium comprising content which, when executed, causes a computing system to generate a vehicle descriptor language (VDL) datagram including information to describe an automobile for transmission to a communicatively coupled memory, the VDL datagram comprising:

(a) a public block of data, having starting and ending delimiters that identify the beginning and end of the block of data, wherein the public block of data comprises: